

Appl. No. 09/887,193  
Amdt. dated March 19, 2004  
Reply to Office action of December 19, 2003

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (original): A method of facilitating delivery of advertising to users of mobile computing platforms comprising the steps of:

defining advertising zones within a geographic region; and  
in a geographic database that contains data that represent roads located in the geographic region, associating with each data entity that represents a road segment located in the geographic region data that indicate in which of said advertising zones the road segment represented by the data entity is located.

Claim 2 (original): The method of Claim 1 further comprising:

defining a hierarchy of said advertising zones, wherein said hierarchy of advertising zones includes at least a first layer and a second layer, and further wherein at least some of the advertising zones in said first layer overlap some of the advertising zones in said second layer.

Claim 3 (original): The method of Claim 2 further comprising:

defining an index that references each of the advertising zones in the first layer that overlap each of the advertising zones in the second layer.

Claim 4 (original): The method of Claim 1 further comprising:

associating advertising messages with at least some of said advertising zones.

Claim 5 (original): The method of Claim 4 further comprising:

storing said advertising messages in an advertising database.

Claim 6 (original): The method of Claim 1 wherein said advertising zones are formed dynamically.

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Claim 7 (original): A method of facilitating delivery of advertising to users of geographic data comprising the steps of:

defining a hierarchy of advertising areas located within a geographic region, wherein said hierarchy of advertising areas include at least a first layer and a second layer, wherein said first layer and said second layer overlap; and

in a geographic database that contains data that represent roads located in the geographic region, associating with each data entity that represents a road segment located in the geographic region data that indicate in which of said advertising areas the road segment represented by the data entity is located.

Claim 8 (original): The method of Claim 7 further comprising:

defining an index that references the advertising zones in the first layer that overlap the advertising zones in the second layer.

Claim 9 (original): The method of Claim 7 wherein said advertising zones are based on accessibility.

Claim 10 (original): The method of Claim 7 wherein said advertising zones are based driving distances from defined locations.

Claim 11 (original): The method of Claim 7 wherein said advertising zones are based driving times from defined locations.

Claim 12 (original): The method of Claim 7 wherein said advertising zones are formed dynamically.

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Claim 13 (original): A geographic database stored on a computer-readable medium comprising:

road segment data that represent road segments located in a geographic region; and advertising zone data associated with said road segment data, wherein said advertising zone data indicate which of a plurality of advertising zones into which the geographic region is divided road segments represented said road segment data are located in.

Claim 14 (original): The invention of Claim 13 wherein said geographic database further comprises:

an index that references advertising zones that encompass other advertising zones.

Claim 15 (original): The invention of Claim 13 wherein said geographic database is installed in a standalone navigation system.

Claim 16 (original): The invention of Claim 13 wherein said geographic database is installed on a navigation services server from which end users' computing platforms obtain geographically-related services.

Claim 17 (original): The invention of Claim 13 wherein said advertising zone data includes an indication of which of a plurality of layers of advertising zones, a particular advertising zone is located in.

Claim 18 (original): A method of delivering advertising to users of mobile computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

determining in which of a plurality of advertising zones into which the geographic region is divided the user is located; and

providing the user with an advertising message associated with said advertising zone.

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**Claim 19 (original):** The method of Claim 18 wherein said advertising messages are provided over a wireless communications link to the mobile computing platform from a navigation services server.

**Claim 20 (original):** A method of providing advertising to users of mobile computing platforms that are moved through a geographic region comprising:

defining advertising areas within the geographic region;  
associating advertising messages with said advertising areas;  
with respect to each of said mobile computing platforms, determining a current position of the mobile computing platform as said mobile computing platform is moved through the geographic region;

determining in which of said advertising areas the mobile computing platform is located; and

delivering to the mobile computing platform an advertising message associated with the advertising area in which the mobile computing platform is located.

**Claim 21 (original):** The method of Claim 20 further comprising:

after the step of determining in which of said advertising areas the mobile computing platform is located, determining the advertising message associated with the advertising area.

**Claim 22 (original):** The method of Claim 21 further comprising:

after the step of delivering, providing the advertising message via a user interface of the mobile computing platform.

**Claim 23 (original):** The method of Claim 21 further comprising:

after the step of delivering, providing the advertising message audibly via the mobile computing platform.

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Claim 24 (original): The method of Claim 21 further comprising:  
after the step of delivering, providing the advertising message visually via the mobile computing platform.

Claim 25 (original): A method of delivering location-based warnings to users of computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;  
determining in which of a plurality of zones into which the geographic region is divided the mobile computing platform is located; and  
providing a user of the mobile computing platform with a warning message associated with said zone.

Claim 26 (original): The method of Claim 25 wherein said warning message relates to an adverse weather condition.

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Claim 27 (original): The method of Claim 25 wherein said warning message relates to traffic conditions in the zone.

Claim 28 (original): A method of delivering advertising to users of mobile computing platforms that provide navigation-related services comprising:  
determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;  
dynamically forming an advertising zone associated with the position of the mobile computing platform; and  
providing the user with an advertising message associated with said advertising zone.